

# PromoteUP Quarterly Newsletter

*Comparative Effectiveness of Mobile Health Smoking Cessation Approaches among Underserved Patients in Primary Care*



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**Funded by the Patient-Centered Outcomes Research Institute**

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Funding Period | April 1, 2022 - March 28, 2027

# General Project Updates

## Events and Conferences



**Society for Research of  
Nicotine and Tobacco  
(SRNT)**

**Annual Conference  
March 20 - March 23**

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**Florida Academic of  
Cancer Center Alliance  
(FACCA)**  
**Annual Retreat  
April 1**

We're excited to report it has been a very productive quarter for the Promote UP study thanks in large part to the recruitment and collaboration between our clinic partners and SAC members. Enrollment has continued in various UF Health clinics around the Gainesville and Jacksonville areas.

### Enrollment Launches

Enrollment launched in various clinics in the Gainesville and Jacksonville areas. Recruitment began in UF Health Jacksonville clinics including Augustine Oaks, Total Care Clinic, and EG Means. Recruitment will begin in multiple UF Health Internal Medicine clinics at the Kanapaha, Medical Plaza and Springhill locations. Ongoing enrollment rates are available on the Promote UP dissemination portal are found through the study website at <https://bit.ly/PromoteUP>.

### Process Evaluation

Led by Dr. Ryan Theis, care team interviews are continuing at new clinic sites. Collected results will be analyzed using inductive coding to better understand the barriers providers face while helping patients quit smoking.

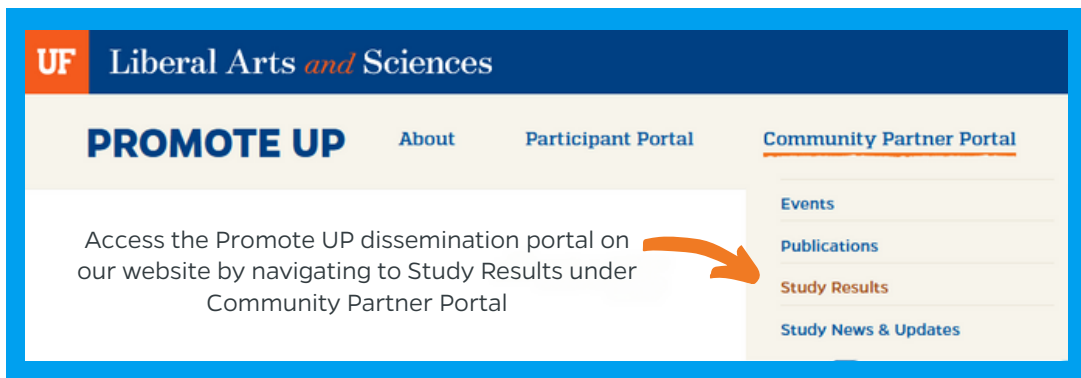
Patient interviews have started for patients who have completed their six month follow-up appointment. Patients will be asked about their experiences with the application and how it has impacted their overall well-being and smoking habits.

# Enrollment Rates

March 25, 2024	Referred	Screened	Enrolled
Overall	532	266	155
UF Health Main	104	81	44
UF Health Old Town	73	45	34
UF Health Eastside	186	75	38
UF Health Springhill	104	33	21
Equal Access Clinic	17	6	5
Mobile Outreach Clinic	16	7	3
UF Health Jacksonville Total Care Clinic	13	11	6
UF Health Jacksonville Augustine Oaks	4	4	4
UF Health Jacksonville EG Means	2	0	0
UF Internal Medicine Kanapaha	4	2	0
1st Choice Urgent Care - Jonesville	9	2	0

## View Ongoing Study Results

Ongoing updates about referral and enrollment for all and each individual clinic partners can be found on the Promote UP dissemination portal accessible through the Promote UP website or directly at <https://bit.ly/PromoteUPData>.



# Member Highlights

## Promote UP Research Team

Our research team discussed the study at many conferences, research days, and even podcasts! Poster presentations and recordings can be found on the Promote UP website.



**Magda Knight** presented at the 2024 Society of Research for Nicotine and Tobacco Annual Conference in Edinburgh, Scotland. The poster summarized our current recruitment and retention methods to increase the diversity of the study population.



**Cassandra O'Hara** presented at the 2023 Southeastern Applied Behavior Analysis Conference in Greenville, South Carolina. The poster summarized the Promote UP study's methodology and aims.



**Melissa Bou Malham, MD** presented posters summarizing stakeholder engagement for the Promote UP study. The posters were presented at the 2023 PCORI Annual Meeting and the University of Florida's CTSI Learning Health Systems Research Day, where she won the Outstanding Poster Award.



**Sofia Anrecio** was a guest for "Cafe CBOB", a Spanish-language podcast presented by the non-profit organization Children Beyond Our Borders. She discussed the influence of tobacco use among the Latino population as well as resources available for support.

**Sara Tohme** also presented at multiple research days including HOBI's Education Day and the UF Cancer Center's High School Symposium.

# Stakeholder Advisory Committee Members

## Dr. Francisco Martinez-Wittinghan, MD, PhD



Dr. Martinez-Wittinghan is the medical director of the Augustine Oaks Clinic at UF Health Family Medicine in Jacksonville, Florida. After receiving his medical degree at the Universidad del Rosario’s Medical School, he earned a doctorate in physiology and biophysics.

His expertise includes chronic disease management in various primary care settings, from rural health clinics to private practices. He is passionate about improving quality, team-based care and has completed a master’s degree in clinical informatics through the John Hopkins School of Medicine. He believes technology should be used to improve patient care and to reduce the burden on healthcare professionals. He bases patient care on prevention and lifestyle changes that can have lasting effects on health.

## Laura Corbin

Laura Corbin is bureau chief of Tobacco Free Florida (TFF), the Florida Department of Health’s tobacco education, cessation, and prevention program. Her tenure with the Florida Department of Health dates back more than 20 years, beginning with work as a Tobacco Prevention Coordinator in Brevard County. She later worked as a Regional Tobacco Prevention Coordinator within central Florida. In this role, she planned and implemented programs across 16 Florida counties, training local staff and advocates on key tobacco issues and policy intervention processes. As a member of the Promote UP Stakeholder Advisory Committee, Bureau Chief Corbin collaborates with the study team to optimize the dissemination and implementation potential of the interventions and ensure they benefit the population her team serves.





## Connecting Patients with Smoking Cessation Resources

Cigarette smoking is a major public health concern with profound health consequences that often manifest in the primary care setting. Primary care providers play a crucial role in identifying smoking behaviors, addressing health risks, and initiating conversations about smoking cessation. However, several obstacles may limit access to smoking cessation treatment. Time constraints during patient visits and limited resources can hinder healthcare providers' ability to offer comprehensive support. Additionally, patients may not always be receptive to cessation discussions due to ambivalence about quitting or previous unsuccessful attempts. These factors contribute to a gap in cessation treatment, which underscores the need for efficient and scalable interventions that can be integrated into routine primary care.

The Ask-Advise-Connect (AAC) method was developed to address these obstacles (Vidrine et al., 2013). The "Ask" component involves inquiring about a patient's smoking status. "Advise" refers to the healthcare provider offering clear, personalized advice about the benefits of quitting smoking. Finally, "Connect" involves linking patients directly to cessation resources such as a Quitline. Compared to provider referral and patients calling the Quitline, the AAC approach resulted in a 13-fold increase in treatment enrollment (Vidrine et al., 2013).

# Ask Advise Connect



The AAC approach can be particularly effective in connecting smokers to new smartphone-based treatments, which can provide accessible, scalable, and efficacious support. As such, the Promote-UP study employs the AAC approach, in which smokers are connected to study staff in the clinic and then to two evidence-based smartphone delivered treatments or the Florida Quitline. By integrating AAC into routine care, primary care settings can enhance their capacity to support smoking cessation and improve individual patient outcomes

Vidrine JI, Shete S, Cao Y, et al. Ask-Advise-Connect: A new approach to smoking treatment delivery in health care settings. JAMA Intern Med. 2013;173(6):458-464.